19TH ANNUAL



MICHIGAN TRAFFIC SAFETY **SUMMIT 2014**

MARCH 25-27, 2014 KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING



Welcome3
Agenda-At-A-Glance4
Workshop Summary5
General Session Speakers6
Tuesday Agenda8
Wednesday Agenda12
Thursday Agenda17
Exhibitors19
Kellogg Center Floor PlanBack Cover

ATTENDEES: As a courtesy to others, please observe good cell phone manners. When attending sessions or meeting in the public areas adjacent to these activities, turn off wireless communication devices or use the silent notification option. If you must take a call, please step out of the room rather than disrupt the event. As a reminder, the dress code for the Michigan Traffic Safety Summit is business casual. Thank you!

Welcome to the 19th Annual Michigan Traffic Safety Summit.

We are happy you have joined us to discuss important issues, share strategies, and highlight successes in the quest to improve traffic safety in Michigan. Be sure to take advantage of this opportunity to learn from your peers from around the state in between sessions or during our networking event.

Over the next three days you will hear from local and national experts on a variety of highway safety topics with a focus on issues we face here in Michigan. The goal is for each of you to return to your agency armed with the information and skills needed to implement effective traffic safety programs in your community.

The success of the conference relies largely on your active participation, so please be ready to share your best practices and ask questions of our expert speakers.

We also encourage you to set aside some time to browse the exhibitor tables and learn about what they have to offer. We have great vendors demonstrating their most recent products and services at this year's event.

As always, we must remember that traffic safety has an impact far beyond statistics and other data. Our efforts ultimately are successful if they save lives and prevent injuries that affect individuals, families, and entire communities.





TUESDAY, MARCH 25,	2014
7:00 a.m4:30 p.m.	Registration Open
7:00 a.m9:00 a.m.	Traffic Safety Committee Breakfast (By Invitation Only)
7:30 a.m9:00 a.m.	Breakfast
7:30 a.m4:30 p.m.	Exhibits Open (One Day Only)
9:00 a.m10:30 a.m.	Opening and General Session High in Plain Sight: Current Drug Trends
10:30 a.m11:00 a.m.	Break with Exhibitors
11:00 a.m12:30 p.m.	Workshops (Six Sessions)
12:30 p.m1:30 p.m.	Lunch
1:30 p.m2:30 p.m.	General Session Automated Vehicle Technology: The Future Driving Experience
2:30 p.m3:00 p.m.	Break with Exhibitors
3:00 p.m4:30 p.m.	Workshops (Six Sessions)
4:30 p.m6:30 p.m.	Networking Reception
WEDNESDAY, MARCH	26, 2014
7:30 a.m4:30 p.m.	Registration Open
7:30 a.m8:30 a.m.	Breakfast
8:30 a.m9:30 a.m.	General Session Protecting Vulnerable Road Users
9:30 a.m10:00 a.m.	Break
10:00 a.m11:30 a.m.	Workshops (Six Sessions)
11:30 a.m1:15 p.m.	Governor's Traffic Safety Advisory Commission Awards Luncheon
1:30 p.m3:00 p.m.	Workshops (Six Sessions)
3:00 p.m3:15 p.m.	Break
3:15 p.m4:30 p.m.	General Session Female Drunk Drivers: Characteristics and Experiences in the System
THURSDAY, MARCH 2	7, 2014
7:30 a.m8:30 a.m.	Breakfast
7:30 a.m10:00 a.m.	Registration Open
8:30 a.m10:00 a.m.	Workshops (Five Sessions)
10:00 a.m10:15 a.m.	Break
10:15 a.m11:30 a.m.	General Session and Closing Remarks Project Forgive

11:00 A.M12:30 P.M. T	UESDAY, MARCH 25, 2014
Commercial Motor Vehicle (CMV)	Rules and Regulations Affecting Motor Coaches, Limousines, Taxis, and School Buses
Child Passenger Safety (CPS)	Kids in Crashes: Child Passenger Safety After the Crash
Enforcement	Legal Update (Session Repeats)
Engineering	Toward Zero Deaths
Partnerships	Working with Schools: Where Do You Fit?
Senior Mobility	An Aging Driver's Story: From Driver Evaluation to Reexamination
3:00 P.M4:30 P.M. TUE	SDAY, MARCH 25, 2014
Data	The War of Traffic Data
Enforcement	The New UD-10 Crash Report and You
Motorcycle Safety	Putting the Brakes on Motorcycle Crashes and the
	Dynamics of Motorcycle Crash Investigation
Pedestrian Safety	High Visibility Enforcement in Pedestrian Safety Zones
Teen Driving	How School-Based Teen Traffic Safety Programs Can Make a Difference
Underage Drinking	Smoking Alcohol: The Dangerous New Way to Get Drunk
10:00 A.M11:30 A.M. V	VEDNESDAY, MARCH 26, 2014
CMV/Enforcement	Targeting Aggressive Cars and Trucks
CPS	Car Seats for Law Enforcement: Why You Need to Know the Basics
Enforcement	Data-Driven Approaches to Crime and Traffic Safety Dashboard (For Law Enforcement Only)
Enforcement	Legal Update (Repeated Session)
Engineering	Traffic Safety Sampler
Teen Driving	How Technology Can Affect Teen Driving Behavior
1:30 P.M3:00 P.M. WED	DNESDAY, MARCH 26, 2014
Enforcement	Michigan Vehicle Code Update (Session Repeats)
Enforcement	OHSP Enforcement Grant Update (By Invitation Only)
Engineering	Trends in Highway Safety: From Crashworthiness to Crash Avoidance
Motorcycle Safety/ Enforcement	The Unendorsed Rider Dilemma and How Law Enforcement Can Help
Senior Mobility	Mobility Management Programs: When Driving is No Longer an Option
Underage Drinking	Fighting Teen Alcohol Abuse
8:30 A.M10:00 A.M. TH	HURSDAY, MARCH 27, 2014
CMV/Enforcement	Strategies to Reduce CMV-Involved Crashes, Fatalities, and Injuries
Enforcement	Crash to Courtroom: The Role of New Technology
Enforcement	Michigan Vehicle Code Update (Repeated Session)
Incident Management	Using Shared Resources for Efficient Crash Investigation
Teen Driving	Young Drivers: Engaging Parents, Enforcing Laws



TUESDAY, MARCH 25, 2014

HIGH IN PLAIN SIGHT: CURRENT DRUG TRENDS

Ofcr. Jermaine Galloway, *Tall Cop Says Stop, Boise, Idaho*



Ofcr. Jermaine Galloway has been an Idaho law enforcement officer since 1997 and has more than 10 years of experience

in alcohol and drug education and enforcement. A member of the Boise Police Department, he has worked assignments including crime scene investigation, DUI task force, officer mentoring, and as a field training officer. Galloway holds a bachelor's degree from the University of San Francisco and is an adjunct instructor for Northwest Nazarene University.

He created the prevention program You Can't Stop What You Don't Know and provides training to law enforcement, educators, counselors, probation officers, medical personnel, and community members. He covers topics including alcohol and drug trends, party patrols, alcohol overservice, compliance checks, party drugs, fake IDs, drug concealment, alcohol and energy drinks, and synthetic drugs.

Galloway received the National Law Enforcement Partner of the Year Award from the Office of Juvenile Justice and Delinquency Prevention in 2009 and the national Mickey Sadoff Underage Drinking Award from Mothers Against Drunk Driving in 2010.

AUTOMATED VEHICLE TECHNOLOGY: THE FUTURE DRIVING EXPERIENCE

James Sayer, Ph.D., Research Scientist, Human Factors Group, University of Michigan Transportation Research Institute



As head of the Human Factors Group at the University of Michigan Transportation Research Institute, Dr. James Saver has

conducted research in the areas of driver assistance and advanced safety systems development, naturalistic driving behavior, driver distraction, driver vision, and pedestrian conspicuity since 1993.

He currently serves as the project manager of the Connected Vehicle Safety Pilot Model Deployment, a U.S. Department of Transportation (U.S. DOT)-sponsored program to demonstrate connected vehicle technologies in a real-world, multi-modal environment. The results are being used by the U.S. DOT to determine driver acceptance for, and evaluate the feasibility, scalability, security, and device interoperability of connected vehicle technologies.

He holds a doctorate and a master's degree in industrial and systems engineering from Virginia Polytechnic Institute and State University, Human Factors Option, and a bachelor's degree in psychology from the University of Michigan.

Kirk T. Steudle, Director, Michigan Department of Transportation



As director of the Michigan Department of Transportation, Kirk Steudle is engaged in all aspects of transportation in the

state. Steudle is the 2014 chair of the Transportation Research Board (TRB) Executive Committee, of which he has been a member since 2004. He also chairs the Strategic Highway Research Program Oversight Committee for TRB. He was the 2011-12 president of the American Association of State Highway and Transportation Officials (AASHTO) and is a member of AASHTO's Executive Committee.

Steudle is also the 2014 chair of the Board of Directors of the Intelligent Transportation Society of America and a member of the Intelligent Transportation Systems Program Advisory Committee to the U.S. DOT. Additionally, he serves on the board of the Engineering Society of Detroit and is chair of the Michigan Mobility Transformation Center's External Advisory Board.

He is a graduate of Lawrence Technological University (LTU), where he received a bachelor's degree in construction engineering and is also on the LTU College of Engineering Advisory Board.

WEDNESDAY, MARCH 26, 2014

PROTECTING VULNERABLE ROAD USERS

David Zuby, Senior Vice President, Vehicle Research, Insurance Institute for Highway Safety, Arlington, Virginia



David Zuby is the senior vice president for the Insurance Institute for Highway Safety (IIHS) Vehicle Research Center (VRC). He oversees

and coordinates research by the VRC, the institute's research department and the Highway Loss Data Institute.

He is the author of numerous research papers published by IIHS on topics such as the biomechanics of injury, pedestrian protection, crashworthiness, and crash investigation.

Prior to joining IIHS as a research engineer in 1993, he worked on research projects for the National Highway Traffic Safety Administration at the Transportation Research Center in Ohio. He holds a bachelor's degree from Northwestern University in Illinois.

FEMALE DRUNK DRIVERS: CHARACTERISTICS AND EXPERIENCES IN THE SYSTEM

Robyn Robertson, President and Chief Executive Officer, Traffic Injury Research Foundation, Ottawa, Ontario



During Robyn Robertson's 14 years in the research field, she has published more than 90 reports and articles on road safety issues focusing

on different types of road users, their contributions to the crash problem, and the evaluation and implementation of effective interventions.

Robertson delivers technical assistance to jurisdictions around the world to strengthen criminal justice and health and licensing systems and to support the implementation of proven strategies.

She is the coordinator of a coalition of 14 leading U.S. criminal justice organizations, a member of the Editorial Board of the Journal of Safety Research, the Board of Directors of the American Probation and Parole Association, the Alcohol, Drugs, and Driving Committee of the U.S. TRB, and the International Council on Alcohol, Drugs, and Traffic Safety.

She holds a master's degree in criminology, has eight years of teaching experience at academic institutions, and served as faculty at the National Judicial College in Reno, Nevada.

THURSDAY, MARCH 27, 2014

PROJECT FORGIVE

Gary Weinstein, Project Forgive



Gary Weinstein is a native Michigander, born and raised in the Detroit area, and is the youngest of six children. He is a third-generation

jeweler and has been a Novi business owner for more than 25 years.

His avocation and passion is playing golf and acting in community theatre.

On May 3, 2005, his wife and two young sons were killed by a drunk driver. Just 16 weeks later, on August 24, 2005, his business of 18 years burned to the ground.

Although he will always wrestle with the grief of losing his family, he says he lives a blessed life. His mission is to inspire people to create a powerful future built on a foundation of forgiveness.





	TUESDAY, MARCH 25, 2014	
7:00 a.m4:30 p.m.	Registration	South Lobby
7:00 a.m9:00 a.m.	Traffic Safety Committee Breakfast (By Invitation Only)	Red Cedar AB
7:30 a.m9:00 a.m.	Breakfast	Big Ten C
7:30 a.m4:30 p.m.	Exhibits Open (One Day Only)	Big Ten C, Centennial ABC
7:30 a.m4:30 p.m.	Secretary of State Mobile Office (One Day Only)	South Lobby
	OPENING AND GENERAL SESSION	
9:00 a.m10:30 a.m.	High in Plain Sight: Current Drug Trends	Big Ten AB
	Ofcr. Jermaine Galloway , Tall Cop Says Stop, Boise, Idaho	
	Discover emerging trends in the drug world, drugged driving, and the impaired individual. Items discussed will include logos, stickers, and clothing associated with drug use. Learn about the sweeping trend of drug concentrates, the new paraphernalia associated with this trend, and the electronic devices being used to conceal and abuse these drugs.	
10:30 a.m11:00 a.m.	Break with Exhibitors	Big Ten C, Centennial ABC
10:30 a.m11:00 a.m.	Secretary of State Mobile Office	South Lobby
	WORKSHOPS	
11:00 a.m12:30 p.m.	CMV—Rules and Regulations Affecting Motor Coaches,	103
	Limousines, Taxis, and School Buses MC Spl/Sgt. Joseph Austin, Commercial Vehicle Enforcement Division, Michigan State Police Michael Frezell, Departmental Manager, Office of Passenger	
	Transportation, Michigan Department of Transportation	
	Sgt. Mike McLaughlin , Commercial Vehicle Enforcement Division, Michigan State Police	
	Your daughter is going to prom in a limo; your son is heading to a swim meet in a school bus; your parents are heading to Nashville in a motor coach; and you are taking a taxi to the airport. Are you and your family in safe hands? How do you know? Join representatives from the Michigan State Police Commercial Vehicle Enforcement Division and the Michigan Department of Transportation as they talk about inspections, licensing, regulations, and enforcement.	
11:00 a.m12:30 p.m.	CPS—Kids in Crashes: Child Passenger Safety After the Crash	105
	Michelle Macy , M.D., M.S., Assistant Professor, Departments of Emergency Medicine and Pediatrics, Child Health Evaluation and Research Unit, Injury Center, University of Michigan	
	Ever wonder what happens to a child after the crash? Follow cases of children involved in crashes from the crash scene to the emergency room to the hospital and back home. Cases will illustrate the importance of correct, consistent, size-appropriate car seat use. (This session will provide attendees with 1.5 CEU credits.)	

MICHIGAN TRAFFIC SAFETY SUMMIT 2014

11:00 a.m12:30 p.m.	ENFORCEMENT—Legal Update (Session Repeats)	Auditorium
	Kenneth Stecker , Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan	
	This comprehensive update on legal issues for law enforcement focuses on traffic safety. Topics will include, but not be limited to: recent changes to laws pertaining to medical marijuana; driving involving alcohol, controlled substances, and intoxicating substances; designer drugs; and distracted driving.	
11:00 a.m12:30 p.m.	ENGINEERING—Toward Zero Deaths	Lincoln
	Mark Bott , Engineer of Traffic & Safety, Michigan Department of Transportation	
	Hilary Owen , Systems Operations Engineer, Michigan Department of Transportation	
	John Richard , Communications Representative, Michigan Department of Transportation	
	Michael Szuch , Blue Water Bridge Manager, Michigan Department of Transportation	
	Hear how the Michigan Department of Transportation is changing the culture of its workforce and Michigan drivers through the implementation of Toward Zero Deaths. National efforts and fatality messaging will be discussed as well as the department's response to more than 650 drivers erroneously attempting to enter Canada per week via the Blue Water Bridge.	
11:00 a.m12:30 p.m.	PARTNERSHIPS—Working with Schools: Where Do You Fit?	106
	Tpr. Robert Herbstreith, Michigan State Police Niles Post	
	Mary Teachout , Health and Physical Education Consultant, Michigan Department of Education	

Learn how schools operate, the standards that teachers must meet, and how law enforcement and other partners can help support those standards to provide critical information to students to keep them safe. Curriculum for pedestrian and bicycle safety and safe driver classes will also be discussed.

Tuesday Agenda



2:30 p.m3:00 p.m.	Secretary of State Mobile Office	South Lobby
2:30 p.m3:00 p.m.	Break with Exhibitors	Big Ten C, Centennial ABC
	The University of Michigan Transportation Research Institute and U.S. Department of Transportation conducted a Safety Pilot Model Deployment in Ann Arbor from August 2012 to August 2013. Dr. James Sayer will share what researchers have learned. Kirk Steudle will provide an overview of how new technologies may dramatically change the driving experience.	
	James Sayer, Ph.D., Research Scientist, Human Factors Group, University of Michigan Transportation Research Institute Kirk T. Steudle, Director, Michigan Department of Transportation	
1:30 p.m2:30 p.m.	Automated Vehicle Technology: The Future Driving Experience	Big Ten AB
12:30 p.m1:30 p.m.	Lunch GENERAL SESSION	Big Ten AB
	Listen to a daughter's story of helping transition her parents into retirement from driving and the emotional impact this experience had on her family. Attendees will learn how to effectively prepare and submit a Request for Driver Evaluation. A certified driver rehabilitation specialist will also outline the senior driver evaluation process and services available to help keep seniors on the road as long as safely possible.	
	Ramona Putnam, Director, Traffic Safety Division, Michigan Department of State	
	Rehabilitation Hospital Barbara Morton , Social Worker, Waverly Community Schools, Gateway Community Services	
11:00 a.m12:30 p.m.	SENIOR MOBILITY—An Aging Driver's Story: From Driver Evaluation to Reexamination Greg Brunette, Certified Driver Rehabilitation Specialist, Mary Free Bed	104

	WORKSHOPS	
3:00 p.m4:30 p.m.	DATA—The War of Traffic Data	104
	Amanda Heinze , Fatality Analysis Reporting System Analyst, Criminal Justice Information Center, Michigan State Police	
	Charlotte Kilvington , Analysis and Evaluation Coordinator, Michigan Office of Highway Safety Planning, Michigan State Police	
	Lorie Sierra , Fatality Analysis Reporting System Analyst, Criminal Justice Information Center, Michigan State Police	
	Trying to justify a Data-Driven Approach to Crime and Traffic Safety proposal to the city council? How about locating supporting data for a traffic enforcement grant proposal? How do you know which database to use for what information? Join a discussion about the Fatality Analysis Reporting System, Traffic Crash Reporting System, and Michigan Traffic Crash Facts Web site, and learn how to use each data source to your advantage.	
3:00 p.m4:30 p.m.	ENFORCEMENT—The New UD-10 Crash Report and You	105
	Tpr. Scott Carlson , UD-10 Trainer, Criminal Justice Information Center, Michigan State Police	
	Learn how free UD-10 crash report training provided by the Michigan State Police Criminal Justice Information Center can benefit law enforcement agencies and other traffic safety partners. Upcoming revisions to the UD-10 will also be highlighted.	
3:00 p.m4:30 p.m.	MOTORCYCLE SAFETY—Putting the Brakes on Motorcycle Crashes and the Dynamics of Motorcycle Crash Investigation	Lincoln
	Sgt. Jerry Hilborn, Traffic Services Section, Michigan State Police	
	Dan Petterson , President and Chief Executive Officer, Skilled Motorcyclist Association–Responsible, Trained, and Educated Riders	
	The differences between motorcycle and passenger vehicle crashes as they relate to the crash investigation will be explored during this interactive session. Motorcycle braking systems and the dynamic factors involved in a motorcycle crash will be discussed.	
3:00 p.m4:30 p.m.	PEDESTRIAN SAFETY—High Visibility Enforcement in	106
	Pedestrian Safety Zones	
	Ron Van Houten , Ph.D., Professor of Psychology, Western Michigan University	
	Hear about an award-winning National Highway Traffic Safety Administration study that showed a change in the driver culture of yielding to pedestrians in crosswalks on a citywide basis. Discover how enforcement, engineering, education, and social norming were integrated to change behavior.	



Tuesday Agenda



3:00 p.m4:30 p.m.	TEEN DRIVING—How School-Based Teen Traffic Safety Programs Can Make a Difference	103
	Margaret Helmer , AmeriCorps Volunteer in Service to America, Ionia County Intermediate School District	
	Emily Stolz , Project Manager, Strive For a Safer Drive, Michigan State University	
	Mia M. Vickers , Deputy Director, Tennessee Governor's Highway Safety Office, Nashville, Tennessee	
	Deborah Wagner , Director of Grants and Special Projects, Ionia County Intermediate School District	
	Traffic safety professionals will outline school-based teen traffic safety programs that are having a positive effect on reducing teen traffic crashes. This workshop will highlight how peer-to-peer programs impact teen drivers.	
3:00 p.m4:30 p.m.	UNDERAGE DRINKING—Smoking Alcohol: The Dangerous New Way to Get Drunk	Auditorium
	Tpr. Corey Hebner, Michigan State Police Gaylord Post	
	Susan Smolinske , Pharm.D., Professor, Pediatrics Wayne State University, and Director, Michigan Regional Poison Center, Children's Hospital of Michigan	
	A bicycle pump, a two-liter bottle, and alcohol are being combined by teens for a dangerous new way to get drunk. Find out how this difficult-to-detect trend can lead to alcohol poisoning faster and what law enforcement and parents can do.	
4:30 p.m6:30 p.m.	Networking Reception	Big Ten AB
	Kellogg Hotel & Conference Center	
	WEDNESDAY, MARCH 26, 2014	
7:30 a.m4:30 p.m.	Registration	South Lobby
7:30 a.m8:30 a.m.	Breakfast	Big Ten C
	GENERAL SESSION	
8:30 a.m9:30 a.m.	PROTECTING VULNERABLE ROAD USERS	Big Ten AB
	David Zuby , Senior Vice President, Vehicle Research, Insurance Institute for Highway Safety, Arlington, Virginia	
	Technology offers both potential pathways and roadblocks to keeping vulner- able road users safe. Learn how technology can be used to protect pedestrians, bicyclists, and older and younger drivers.	
9:30 a.m10:00 a.m.	Break	Big Ten C

	WORKSHOPS	
10:00 a.m11:30 a.m.	CMV/ENFORCEMENT—Targeting Aggressive Cars and Trucks	105
	Patricia Eliason, Police Traffic Services Coordinator, Michigan Office of	
	Highway Safety Planning, Michigan State Police	
	Charlotte Kilvington , Analysis and Evaluation Coordinator, Michigan Office of Highway Safety Planning, Michigan State Police	
	Melody Kindraka , Communications Coordinator, Michigan Office of Highway Safety Planning, Michigan State Police	
	Alfred F. Newell, Jr., Director, Michigan Center for Truck Safety	
	While commercial motor vehicle crashes only make up 3.4 percent of crashes in Michigan, they account for 8.5 percent of fatalities. The Ticketing Aggressive Cars and Trucks program combines outreach, education, and evaluation with enforcement activities for safe driving around trucks. Law enforcement target violations by both passenger vehicle and truck drivers to help reduce crashes. Find out how this program was implemented in west Michigan and how it may benefit your agency.	
10:00 a.m11:30 a.m.	CPS—Car Seats for Law Enforcement: Why You Need to Know the Basics	106
	Tpr. Robert Herbstreith, Michigan State Police Niles Post	
	This is an overview of car seat basics for law enforcement by law enforcement. It will include a review of Michigan's child passenger safety laws, how to spot car seat misuse, and how to properly report violations on traffic tickets and the UD-10 crash report.	
10:00 a.m11:30 a.m.	ENFORCEMENT—Data-Driven Approaches to Crime and Traffic Safety Dashboard (For Law Enforcement Only)	103
	Katie Bower , Assistant Division Director, Criminal Justice Information Center, Michigan State Police	
	Corey Ames , Statistical Crime Analyst, Michigan Intelligence Operations Center, Michigan State Police	
	Effective high visibility enforcement based on data is the wave of 21st century policing. Learn how to find crash and crime data and map jurisdictions to effectively deploy resources. This will include a demonstration of the Michigan DDACTS Dashboard available to all law enforcement.	
10:00 a.m11:30 a.m.	ENFORCEMENT—Legal Update (Repeated Session)	Auditorium
	Kenneth Stecker , Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan	
	This comprehensive update on legal issues for law enforcement focuses on traffic safety. Topics will include, but not be limited to: recent changes to laws pertaining to medical marijuana; driving involving alcohol, controlled substances, and intoxicating substances; designer drugs; and distracted driving.	

20 Current



10:00 a.m11:30 a.m.	ENGINEERING—Traffic Safety Sampler	Lincoln
	Chuck Bergmann , Work Zone Technician, Michigan Department of Transportation	
	Will Mathies , P.E., Safety Programs Engineer, Michigan Department of Transportation	
	Hilary Owen , Systems Operations Engineer, Michigan Department of Transportation	
	Bonnie Wood , Traffic Engineering Manager, Genesee County Road Commission	
	This interactive session will benefit the technical and non-technical audience alike. It will include short presentations on wrong-way movements onto freeways, traffic signal backplates, traffic operations centers, senior mobility, mini roundabouts, work zone delineation, optical speed bars, curve initiatives, signmounted flashing beacons, and midblock pedestrian crossings.	
10:00 a.m11:30 a.m.	TEEN DRIVING—How Technology Can Affect Teen Driving Behavior	104
	Anuj K. Pradhan , Ph.D., Assistant Research Scientist, University of Michigan Transportation Research Institute	
	James Sayer , Ph.D., Research Scientist, Human Factors Group, University of Michigan Transportation Research Institute	
	Can technology change teen driving behaviors or help them avoid crashes? Hear about the impact of coaching and crash avoidance technologies on teen driving from experts in the field.	
11:30 a.m1:15 p.m.	Governor's Traffic Safety Advisory Commission Awards Luncheon	Big Ten ABC
	WORKSHOPS	
1:30 p.m3:00 p.m.	ENFORCEMENT—Michigan Vehicle Code Update (Session Repeats)	105
	Sgt. Jill M. Bennett, Traffic Services Section, Michigan State Police	
	The Michigan Vehicle Code provides a standard for traffic laws designed to facilitate traffic flow and reduce crashes. This workshop will review current laws and updates on new legislation and amendments recently made to existing traffic laws.	

ENFORCEMENT—OHSP Enforcement Grant Update (By Invitation Only) 1:30 p.m.-3:00 p.m. Lincoln Spl/Sqt. John Bruno, Traffic Services Section, Michigan State Police Jamie Dolan, Northern Michigan Program Coordinator, Michigan Office of Highway Safety Planning, Michigan State Police Patricia Eliason, Police Traffic Services Coordinator, Michigan Office of Highway Safety Planning, Michigan State Police Valerian Kwigizile, Ph.D., P.E., Assistant Professor, Western Michigan University OHSP project directors will hear updates on grant requirements for summer enforcement, availability of crash reconstruction equipment and expertise, and learn about the science behind the recently developed performance metric for grant-funded traffic enforcement during this invitation-only session. **ENGINEERING—Trends in Highway Safety:** 1:30 p.m.-3:00 p.m. 103 **From Crash Worthiness to Crash Avoidance David Zuby**, Senior Vice President, Vehicle Research, Insurance Institute for Highway Safety, Arlington, Virginia In addition to safety features that help keep occupants safe in the event of a crash, automakers are increasingly offering features intended to help drivers avoid crashes. These features include electronic stability control, front crash prevention, lane departure prevention, blind-spot monitoring, and parking assistance features. This presentation will examine what is known about the effectiveness of these features. MOTORCYCLE SAFETY/ENFORCEMENT—The Unendorsed 1:30 p.m.-3:00 p.m. Auditorium **Rider Dilemma and How Law Enforcement Can Help** Vince Consiglio, President, American Bikers Aiming Toward Education of Michigan Jim Rhoades, Legislative Director, American Bikers Aiming Toward **Education of Michigan** Mike Turcott, Administrator, Washington Department of Licensing, Olympia, Washington Motorcycle violation enforcement can seem daunting to the officer who isn't familiar with laws pertaining to motorcyclists. Hear about Washington's approach to promoting motorcycle safety through public education, backed up by traffic enforcement. Also, learn about American Bikers Aiming Toward Education's motorcycle awareness program and why the unendorsed rider is

a major issue facing Michigan motorcyclists.



1:30 p.m3:00 p.m.	SENIOR MOBILITY—Mobility Management Programs: When Driving is No Longer an Option	106
	Kimberly Gallagher , Senior Planner, Southwest Michigan Planning Commission	
	Sandra Gohston-Jones , Contract Coordinator and Planner, Area Agency on Aging of Western Michigan	
	Jerald Wuorenmaa , Planner, Western Upper Peninsula Planning & Development Region	
	Many seniors rely on relatives or friends to drive them around once they hand over the car keys. But without access to affordable travel options, seniors face isolation, a reduced quality of life, and possible economic hardship. Learn about transportation options and resources for seniors in Michigan.	
1:30 p.m3:00 p.m.	UNDERAGE DRINKING—Fighting Teen Alcohol Abuse	104
	Jennifer Bustard, Principal, Mona Shores High School	
	Laura Fitzpatrick , Advocacy and Community Benefit Manager, Mercy Health-Health Project	
	Lt. Jon Gale, Norton Shores Police Department	
	Ofcr. Jared Passchier, Norton Shores Police Department	
	Capt. Michael J. Poulin , Muskegon County Alcohol Liability Initiative, Muskegon County Sheriff's Office	
	The main focus of the Muskegon County Alcohol Liability Initiative is to reduce alcohol consumption by minors through education, enforcement, and material incentive. The components of the program are delivered in a structured format throughout the school year. Two award-winning programs will be highlighted, including FaceTheBook and Ride With Pride.	
3:00 p.m3:15 p.m.	Break	Big Ten AB
	GENERAL SESSION	
3:15 p.m4:30 p.m.	Female Drunk Drivers: Characteristics and Experiences in the System	Big Ten AB
	Robyn Robertson , President and Chief Executive Officer, Traffic Injury Research Foundation, Ottawa, Ontario	
	Research has shown that drunk driving has predominantly been a male-based problem. However, impaired driving crashes and arrests involving women have been a source of growing concern since the late 1980s. Learn how changes in social roles and norms have contributed to this increase and how the characteristics of a female drunk driver differ from male offenders.	

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	THURSDAY, MARCH 27, 2014	
7:30 a.m10:00 a.m.	Registration	South Lobby
7:30 a.m8:30 a.m.	Breakfast	Big Ten AB
	WORKSHOPS	
8:30 a.m10:00 a.m.	CMV/ENFORCEMENT—Strategies to Reduce CMV-Involved Crashes,	Heritage
	Fatalities, and Injuries	
	Daniel Blower , Ph.D., Associate Research Scientist, University of Michigan Transportation Research Institute	
	Capt. Mike Krumm , Commander, Commercial Vehicle Enforcement Division, Michigan State Police	
	John Woodrooffe , Vehicle Safety Analytics Group, University of Michigan Transportation Research Institute	
	Examine recent research regarding strategies to reduce commercial motor vehicle-involved crashes, fatalities, and injuries. Special emphasis will be on the potential crash-reduction benefits of collision avoidance technologies as well as real-world implementation of enforcement and safety inspection strategies.	
8:30 a.m10:00 a.m.	ENFORCEMENT—Crash to Courtroom: The Role of New Technology	Lincoln
	Spl/Sgt. John Bruno, Traffic Services Section, Michigan State Police	
	Sgt. Jim Campbell, Michigan State Police Fifth District Headquarters	
	Lt. Gary Megge , Traffic Crash Reconstruction Unit, Michigan State Police	
	Spl/Sgt. Doug Roesler , Traffic Crash Reconstruction Unit, Michigan State Police	
	This session will review the crash reconstruction process, including documenting the scene, reading and entering black box data, and interpreting gathered information for an overall reconstruction of the crash. Crash animations, which can be used in court, will also be demonstrated.	
8:30 a.m10:00 a.m.	ENFORCEMENT—Michigan Vehicle Code Update (Repeated Session)	Auditorium
	Sgt. Jill M. Bennett, Traffic Services Section, Michigan State Police	
	The Michigan Vehicle Code provides a standard for traffic laws designed to facilitate traffic flow and reduce crashes. This workshop will serve as a review of current laws and updates on new legislation and amendments recently made to existing traffic laws.	





8:30 a.m10:00 a.m.	INCIDENT MANAGEMENT—Using Shared Resources for	104
	Efficient Crash Investigation	
	Michael L. Bailey , Area Commander, Virginia State Police, Bedford, Virginia	
	Sgt. Rick Leonard , Auburn Hills Police Department	
	Sgt. Craig Shackleford , Supervisor, Traffic Investigation Unit, Bloomfield Township Police Department	
	As budgets get smaller, government agencies are consolidating services such as dispatch, specialized teams, and crash investigation units. Discover how regionalized crash investigation teams are proving to be an effective way to address on-scene investigation of serious and fatal crashes in an efficient and timely manner as well as supporting the commitment to improved traffic incident management.	
8:30 a.m10:00 a.m.	TEEN DRIVING—Young Drivers: Engaging Parents, Enforcing Laws	103
	Kirk Ferris , Director, Driver Programs Division, Michigan Department of State	
	Stacy Johnson , Don't Drive Stupid Parenting Program, Zero Fatalities, Salt Lake City, Utah	
	Sgt. Chad Sell, Livingston County Sheriff's Department	
	Discover how incorporating parent nights into Utah's "Don't Drive Stupid" teen safe driving program helps parents recognize the crash risk for teens and the importance of their involvement. Find out how the Livingston County Sheriff's Department is working to ensure teen drivers understand and comply with the graduated driver licensing law through education and enforcement.	
10:00 a.m10:15 a.m.	Break	Big Ten AB
	GENERAL SESSION AND CLOSING	
10:15 a.m11:30 a.m.	Project Forgive Project Forgive	Big Ten AB
	Gary Weinstein, Project Forgive	

A Farmington Hills family's routine trip to the dentist on a Tuesday afternoon in 2005 ended in tragedy when a speeding SUV with a drunken driver behind the wheel smashed into the car, killing a woman and her two children. Hear a father's journey of forgiveness and how he is helping others cope with tragedy and loss.

Exhibitors

Beresford Company

Tom Beresford 26400 Lahser Road, Suite 408 Southfield, Michigan 48033 (248) 350-2900 tom@beresfordco.com

Carrier & Gable, Incorporated

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Dornbos Sign & Safety Incorporated

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Organizational Exhibitors

Federal Highway Administration

Health World Education

Michigan Department of State

Michigan State Police Criminal Justice Information Center

Michigan Department of Transportation

Michigan Office of Highway Safety Planning

Michigan Operation Lifesaver

National Hospitality Institute

Traffic Improvement Association

University of Michigan Transportation Research Institute







